

**METHOD FOR USING A WEB-BASED MARKETING AND/OR
MANAGEMENT TOOL**

Abstract

A method for providing information to a least one potential customer from an individual
5 business owner the individual business owner belonging to a group of many business
owners, which includes the following steps. First, setting up a web-site on a server, the
web-site being accessed via a network by using a group uniform resource locator (URL)
address, and comprising business information being common to the group of many
business owners, and customized information being customized to the individual business
10 owner. Second, supplying collateral material to the at least one potential customer, the
collateral material comprising the group URL referring to the web-site, and a first unique
site-code. Third, accessing the web-site by the at least one potential customer using the
group URL. Fourth, inputting the first unique site-code to an input field of the web-site
by the at least one potential customer. Fifth, accessing the customized information to the
15 individual business owner by the at least one potential customer.